

# COATS-SUITS-DRESSES

## Most Fashionable Outer Apparel

**Bray's**  
MEMPHIS, TENN.

The success of any sale depends upon the merits of the values offered. Every year this sale has grown in volume and popularity—due to the splendid values offered in the preceding sale. Our future success depends upon the values we offer in this sale—that's why we say COMPARE the style, quality, variety and price. We want you to be the judge, that is why we have eliminated all price concessions in our announcement. The importance of this selling occasion cannot be overestimated—for it embraces outer garments for every occasion—from the popular price up to the most exclusive—nothing is held in reserve, and never before have we carried such extensive stocks in the higher grade apparel.

### SALE STARTS

Promptly at 8:30 o'clock tomorrow morning.  
Third floor, with plenty of additional sales-  
ladies to give you prompt service.



### Dresses \$23.75

Dresses of tricotine, serge, jersey, velour, charmeuse, velveteen, satin, taffeta and georgette. There seems to be no end of the variety at this price. Over 700 dresses from our higher-priced racks.

Dresses for street, travel, business, afternoon wear—everything from the extreme youthful styles to the conservative effects. Colors include every suitable shade for winter and early spring.

### Dresses \$33.75

To appreciate the extreme sacrifices of these better dresses, you must see them. Beautiful tricotines and velours, new satins, charmeuse, georgette combinations, suede de laine, paulette, etc.

Elbow and long sleeves, fashioned with the shorter skirts, medici collars, peg top, chic styles, graceful draperies, outstanding pockets, stunning embroideries; all colors and sizes.

### Dresses

Remarkable dresses from the exact duplicate of higher were purchased by us from the importers and designers.

shade effect, with a hoop, leaving a slender silhouette of georgette, tulle, quality materials.

\$5, \$72.50

### Dresses

The greatest designers and for party wear. Dresses materials of clinging satins, soft taffetas and ribbons, \$98.50.

### OF FURS—Rare Savings

The furs that we shall offer in this sale, meaning our entire stock, are representations of the best in America. The choicest skins, most perfect workmanship, handsomest and most elaborate styles.

### Dresses After-Christmas Sale Price \$42.50

In this lot of over 20 dresses are the season's most distinctive modes, fashioned of high-class satins, chiffon velvet, lustrous charmeuse, tricotines, tricolettes, etc.

Every style that fashion has selected for the present winter and early spring wear; colors are beaver, taupe, browns, navy, black and other popular shades.

### Spring Dresses \$49.75

A well-selected lot of dresses, containing mostly new, advanced spring styles and models; materials of taffeta, combinations of georgette, together with other dresses.

These dresses are the latest craze and are trimmed in the handsome silk braids, laces, hand embroidery and some tailored lines and some girlish frocks.

### Suits \$19.95

Suits of velour, serge, tricotine, chevron, poret twills and gaberdines; a strong lot, containing several hundred suits in many styles; straight line, belted models, plain tailored and the ripple jackets.

In all colors, mostly the standby colors of black and navy. Think of buying such an exclusive suit today for such a price! Suits that can be worn on all occasions and be dressed to the minute.

### Suits \$27.50

Clever suits tailored of silvertone, tinseltone, broadcloth, yalama velour and chevron, fashioned plain tailored suits, dressy types and the more youthful models.

There is a collection of fur-trimmed models, perfectly tailored and linings good silk, embracing plain patterns and the flowered and striped effects. All the season's colors and every size.

### Suits \$33.75

Over 30 suits to choose from, in sizes for women and misses. All rich and fine velours, silvertones, tinseltone, duvet superiors, tricotine, yalama, broadcloth and rayonier.

Suits with short flares, smart, fancy sleeves, plain tailored models, the popular ripple jackets, trimmed with large fur collars, convertible collars of self materials, braid and embroidery trimmed.

### Suits \$43.75

Better suits at a tremendously low price, including every material, such as silvertone, tinseltone, tricotine, broadcloth, yalama cloth, velour superior, etc., in all the wanted styles.

Styles are the fitted, flared, straight line, Russian blouses, tailored, shawl and choker collars of self materials and fur trimmed; colors are navy, brown, black, ox-blood, taupe, reindeer, etc.

ONE GROUP OF SUITS PRICED ..... \$47.50  
ONE GROUP OF SUITS PRICED ..... \$53.50

Misses' and Juniors'

### SUITS

After-Xmas Sale Prices

\$21.50 \$27.50 \$37.50

Materials of silvertone, silvertips, velours, velvets, men's wear serges, tricotines, poplins, etc. All nicely silk lined, and in all fashionable shades.

Styles are the blouse, belted, empire, yoke and ripple. Trimmed with tucks, belts, buttons, pockets; large self-material, fur and velvet collars.

These suits embrace all the fashions represented in this season's styles, silk braids and hand embroidery play an important part in the fashionable trim.



### Dresses at \$7.95

Soft taffeta silks, satins, serges, velvets, in all the leading and youthful colors. Styles are empire, long waist effects, bolero and the waist-seam effects.

### Girls' Suits \$13.50

Purchased a lot of suits, including fur, velvet, braid and self-material trimmed; in poplins, serges, gaberdine, in all seasonable colors, \$13.50.

ONE GROUP OF SUITS PRICED ..... \$63.50  
ONE GROUP OF SUITS PRICED ..... \$75.00  
ONE BIG GROUP OF SUITS PRICED ..... \$95.00

### DRESSES For Misses and Juniors IN THREE BIG SPECIALLY PRICED GROUPS

\$21.50 \$27.50 \$37.50

Wool jersey, fine jersey, tricotines, satins, taffetas and velvets, in black, navy, copen, green, brown, taupe, etc. Trimmed with fancy collars, silk braids, buttons, pockets, silk cords; all kinds of styles.

Tricotine, tricolettes, velours, wool jerseys, satins, taffetas, velours, in all the colors; trimmed in ruffles, silk braids, silk cords, embroidery, belts, pockets, etc. Blouse, belted, one-piece and surplice styles.

Charmeuse, taffeta, duvetyn, tricotine and wool-ettes, silk panne velvets, in all varied new models; black, navy, copen, Pekin, brown, taupe, rookier, etc. Trimmed with embroidery, filet laces, silk braids, nobby pockets.

### Season's Smartest New Coats

OUR BEST SELLING NUMBERS

\$13.95, \$18.95, \$24.50

This sale of winter coats affords the greatest opportunity of the season to buy high-grade, fashionable coats at remarkable discounts. We have selected a number of modish coats. Many of these models are the one-of-a-kind variety. Silvertip Bolivia coats, polo cloth, silvertone, sparkletone, colors of navy, brown, henna, spark blue, taupes, etc. Fur trims include opossum, raccoon, sealine; coats for all occasions; sizes 13 to 19; many sport models.

